

**WHAT IS CLAIMED IS:**

1. A method of retrieving a web page associated with a television broadcast channel, the method comprising the steps of:

5 receiving a current audio segment of a television broadcast signal, the current audio segment being intended for use by a human recipient in conjunction with a video portion of the television broadcast signal;

10 comparing the current audio segment to a plurality of candidate audio segments to determine a particular audio segment which represents the current audio segment, the particular audio segment being one of the plurality of candidate audio segments;

15 correlating the particular audio segment to the television broadcast channel;

determining the web page based on the television broadcast channel; and

retrieving the web page.

2. A method as defined in claim 1, wherein the step of receiving a current audio segment of a television broadcast signal comprises the step of receiving the current audio segment at a microphone operatively coupled to a computing device, wherein the computing device performs the step of retrieving the web page.

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3. A method as defined in claim 1, wherein the step of receiving a current audio segment of a television broadcast signal comprises the step of receiving the current audio segment at an audio jack operatively coupled to a computing device, wherein the computing device performs the step of retrieving the web page.

4. A method as defined in claim 2, wherein the step of receiving a current audio segment of a television broadcast signal further comprises the steps of digitizing the current audio segment to generate a captured data file and storing the captured data file in a memory associated with the personal computer.

5. A method as defined in claim 1, wherein the step of receiving a current audio segment of a television broadcast signal comprises the step of receiving the current audio segment via a wire operatively coupled to television and a personal computer, wherein the personal computer performs the step of retrieving the web page.

6. A method as defined in claim 5, wherein the step of receiving a current audio segment of a television broadcast signal further comprises the steps of digitizing the current audio segment to generate a captured data file and storing the captured data file in a memory associated with the computing device.

7. A method as defined in claim 1, further comprising the  
step of receiving the plurality of candidate audio segments at a computing  
device via the Internet, wherein the step of comparing the current audio  
segment to the plurality of candidate audio segments comprises the step of  
comparing the current audio segment to the plurality of candidate audio  
segments at the computing device.

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8. A method as defined in claim 1, further comprising the  
step of transmitting the current audio segment to a server via the Internet,  
wherein the step of comparing the current audio segment to the plurality of  
candidate audio segments comprises the step of comparing the current audio  
segment to the plurality of candidate audio segments at the server.

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15. 9. A method as defined in claim 1, wherein the plurality of  
candidate audio segments is associated with a plurality of television broadcast  
channels.

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10. A method as defined in claim 1, further comprising the  
step of recording a time stamp associated with the current audio segment,  
wherein the step of comparing the current audio segment to a plurality of  
candidate audio segments comprises the step of comparing the time stamp  
associated with the current audio segment to a time stamp associated with  
the particular audio segment from the plurality of candidate audio segments.

11. A method as defined in claim 1, wherein the step of determining the web page based on the television broadcast channel further comprises the step of determining the web page based on a television viewing history.

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12. A method as defined in claim 1, wherein the step of determining the web page based on the television broadcast channel further comprises the step of determining the web page based on a user's demographics.

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13. A method as defined in claim 1, further comprising the step of receiving a redirection message via the Internet, wherein the step of retrieving the web page is performed in response to the step of receiving the redirection message.

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14. A method as defined in claim 1, wherein the web page is a web page which existed prior to the step of receiving a current audio segment.

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15. A method as defined in claim 1, wherein the web page is a web page which is dynamically generated after the step of correlating the particular audio segment to the television broadcast channel.

16. A method as defined in claim 1, wherein the web page is a web page which is associated with the television broadcast channel by a sponsor.

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17. A method as defined in claim 1, wherein the television broadcast channel is transmitted via at least one of a radio wave, a cable signal, and a web-cast.

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18. A method as defined in claim 1, further comprising the step of determining a geographic location associated with the particular audio segment.

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19. A method as defined in claim 18, wherein the step of determining the web page comprises the step of determining the web page based on the geographic location.

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20. A method as defined in claim 1, further comprising the steps of:

receiving a voice command; and

determining a user profile associated with the voice command, wherein the step of determining the web page comprises the step of determining the web page based on the user profile.

21. A method of retrieving a web page associated with a radio station, the method comprising the steps of:

receiving a current audio segment of a radio broadcast signal during a time period;

5 comparing the current audio segment to a plurality of candidate audio segments associated with the time period to determine a particular audio segment which represents the current audio segment, the particular audio segment being one of the plurality of candidate audio segments;

correlating the particular audio segment to the radio station;

determining the web page based on the radio station; and

retrieving the web page.

10 22. A method as defined in claim 21, wherein the radio broadcast signal is transmitted via at least one of a radio wave, a cable signal, and a web-cast.

15 23. A method as defined in claim 21, wherein the step of receiving a current audio segment of a radio broadcast signal comprises the step of receiving the current audio segment at a microphone operatively coupled to a computing device, wherein the computing device performs the step of retrieving the web page.

20 24. A method as defined in claim 21, wherein the step of receiving a current audio segment of a radio broadcast signal comprises the

step of receiving the current audio segment at an audio jack operatively coupled to a computing device, wherein the computing device performs the step of retrieving the web page.

5               25. A method as defined in claim 21, further comprising the step of receiving the plurality of candidate audio segments at a computing device via the Internet, wherein the step of comparing the current audio segment to the plurality of candidate audio segments comprises the step of comparing the current audio segment to the plurality of candidate audio segments at the computing device.

10               26. A method as defined in claim 20, further comprising the step of transmitting the current audio segment to a server via the Internet, wherein the step of comparing the current audio segment to the plurality of candidate audio segments comprises the step of comparing the current audio segment to the plurality of candidate audio segments at the server.

15               27. A method as defined in claim 21, further comprising the step of determining a geographic location associated with the particular audio segment.

28. A method as defined in claim 27, wherein the step of determining the web page comprises the step of determining the web page based on the geographic location.

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29. A method as defined in claim 21, further comprising the steps of:

receiving a voice command; and

determining a user profile associated with the voice command, wherein the step of determining the web page comprises the step of determining the web page based on the user profile.

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30. A computer readable medium storing a software program for retrieving a web page associated with an audio broadcast, the software program being structured to cause a computing device to:

receive a current audio segment of the audio broadcast during a time period, the current audio segment being intended for use by a human recipient;

compare the current audio segment to a plurality of candidate audio segments associated with the time period to determine a particular audio segment which represents the current audio segment, the particular audio segment being one of the plurality of candidate audio segments;

determine the web page based on the particular audio segment; and

retrieve the web page.

31. A computer readable medium as defined in claim 30,  
wherein the software program is further structured to cause the computing  
5 device to:

transmit data indicative of the current audio segment to a server  
via the Internet; and

transmit a demographic identification signal to the server via the  
Internet.

10 32. A method of retrieving a web page associated with a  
television broadcast channel, the method comprising the steps of:

receiving a current video segment of a television broadcast  
signal;

15 comparing the current video segment to a plurality of candidate  
video segments to determine a particular video segment which represents the  
current video segment, the particular video segment being one of the plurality  
of candidate video segments;

20 correlating the particular video segment to the television  
broadcast channel;

determining the web page based on the television broadcast  
channel; and

retrieving the web page.

33. A method as defined in claim 32, wherein the step of receiving a current video segment of a television broadcast signal comprises the step of receiving the current video segment at a video jack operatively coupled to a computing device, wherein the computing device performs the step of retrieving the web page.

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34. A method as defined in claim 32, further comprising the step of receiving the plurality of candidate video segments at a computing device via the Internet, wherein the step of comparing the current video segment to the plurality of candidate video segments comprises the step of comparing the current video segment to the plurality of candidate video segments at the computing device.

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35. A method as defined in claim 32, further comprising the step of transmitting the current video segment to a server via the Internet, wherein the step of comparing the current video segment to the plurality of candidate video segments comprises the step of comparing the current video segment to the plurality of candidate video segments at the server.

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36. A method as defined in claim 32, further comprising the  
step of recording a time stamp associated with the current video segment,  
wherein the step of comparing the current video segment to a plurality of  
candidate video segments comprises the step of comparing the time stamp  
associated with the current video segment to a time stamp associated with the  
particular video segment from the plurality of candidate video segments.

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37. A method as defined in claim 32, wherein the step of  
determining the web page based on the television broadcast channel further  
comprises the step of determining the web page based on a television viewing  
history.

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38. A method as defined in claim 32, wherein the step of  
determining the web page based on the television broadcast channel further  
comprises the step of determining the web page based on a user's  
demographics.

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39. A method as defined in claim 32, further comprising the  
step of receiving a redirection message via the Internet, wherein the step of  
retrieving the web page is performed in response to the step of receiving the  
redirection message.

40. A method as defined in claim 32, wherein the web page is a web page which is associated with the television broadcast channel by a sponsor.

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41. A method as defined in claim 32, further comprising the step of determining a geographic location associated with the particular video segment.

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10. A method as defined in claim 32, further comprising the step of determining the web page based on the geographic location.  
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15. A method as defined in claim 32, further comprising the steps of:

42. A method as defined in claim 41, wherein the step of determining the web page comprises the step of determining the web page based on the geographic location.

43. A method as defined in claim 32, further comprising the steps of:

receiving a voice command; and

determining a user profile associated with the voice command, wherein the step of determining the web page comprises the step of determining the web page based on the user profile.